

Digital Cookie Caregiver Training



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Training Agenda



What is Digital Cookie?

Digital Cookie

Online Selling Platform

Packed with fun, easy-to-use tools, Digital Cookie® delivers more ways to participate, more ways to sell, more ways to buy, and more ways to learn! And in addition, studies show Girl Scouts who use Digital Cookie® in combination with traditional sales often sell more cookies and reach their goals faster.



Who Uses Digital Cookie?



Girl Scouts use Digital Cookie to supercharge their cookie business! **Girl Scouts** create their own sites and send marketing emails to customers.

Girl Scouts take orders and track purchases (**Customers** purchase cookies).

Girl Scouts and caregivers can manage their online sales, inventory, and financials using Digital Cookie.

Troop Cookie Managers use it to set up and manage sales for their troop's online sales site.

Troop Cookie Managers support Girl Scouts and families with visibility to their online progress.

Girl Scout and Caregiver Experience



girl scouts

Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

Become a true cookie boss in four easy steps!

| When yes, ottable year password, a continuation email will be sent. Password Password Password in the 112 characteria instanting i control calls from one process when with options reconstructions and 1.4 in 8 | to send actives p | enternalikonas.com |
|--|---------------------|---|
| Password Passwords wait is a 14 chevenes, indelting 1 nation: capitalistic and bescare etc. why ighter representationerem (A and 1 | When you celete you | passwort, a contemption email will be sent. |
| Processed or must be \$100 other where, instructing 1 register 2 applied inflation and these cases where, with spatial application approximate the instruments (1, A, an 8 | Password | |
| second contractor | | Parenersky must be 8-14 charactery, todostrug t nartber, caudal lefter and therefore effect with aphanet special inflations (), A in § |
| Confirm paseword | Confirm paseword | |

1. Register for Digital Cookie®

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact yout council.



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

Use the Digital Cookie* app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.





Share your site with others! Due to international privacy laws, USAGSO members are not permitted to upload customer emails directly into digital cookie.



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

The Girl locate name and mark, and all associated trademarks, including but not limited to Girl Jonato of the Via.

Receive Email

January 29

Sender: "Girl Scout Cookies" email@email.girlscouts.org

Subject: It's time to register your Girl Scout for Digital Cookie!

Click "Register Now" In Email

Create Password and Login

All users must register through their Digital Cookie registration email every year. No Registration Email

View the "No Registration Email" Tip Sheet

- Check promotions, junk, and spam folders for email.
- Make sure myGS account is updated with the correct email.
- Add the sender's email to your contacts list.



Watch Safety Video with Girl Scout

At the end of the video, you will need to click the green continue button.

| register your un social to partopate in Jugata Looke. She's get access to the Ligital Looke Huttorm where each un social can set up her cooke site and goals, imaage orders and learn marketing business skills. Girls 13 and older can add their own email address. This allows them to manage details for their cooke site. | | | | | | | |
|---|-----------------------------------|---------------|-----------|-------|--------------------------|-----------------------|-------|
| Digital Cookie Status | Girl Scout | Date of Birth | GSUSA ID | Тгоор | Preferred First Name* | Girl Email Address | Actio |
| Activate | UG_AGCI_ICN IIRCOIOIORA NTO | 04/03/2012 | 110182156 | 44 | | | - |
| Activate | UG_AGCI_ICN IIRCOIOIORA NTD | 04/03/2012 | 110182156 | 44 | | | |

Activate Girl Scout(s)

After clicking the Activate button you will be able to update your Girl Scout's preferred name. This name will be on the storefront and in the customer's emails.

You must accept the Terms & Conditions to Participate in Digital Cookie. To yourse

Conditions. Your agreement to these Parents/Guardians Terms & Conditions constructes your consent to the <u>Privacy Policy</u> and consent that your Cirl Soout may participate in the Digital Coolie program.

I will keep my Girl Scout safe during her participation in the Digital Cookie program:

I will review the Girl Scours Digital Cookie Pledge, Computer Online Safety Activity Checkpoint, and Girl

Approve Terms and Conditions and Safety Pledge

Be sure to read the safety pledge with your Girl Scout and check the box to accept both documents.

| | Giri Account |
|---|--------------|
| UG_AGCI_ICN IIRCO | IOIORANTO |
| Preferred First Name:* (or use a nickname) | Sarah |
| Girl Email Address: (optional) | |
| | Cancel Save |
| | |

13+ Girl Scouts

You will also have the option to add your Girl Scout's email if 13 or older. Do not add the email address you used to log into Digital Cookie, This is optional, skip this box if you do not want to add an email.



Online Sales and Marketing



Setting up the Girl Scout Cookie Site



To set up the Girl Scout's cookie site:

- Click the "Site Setup" link on the menu bar.
- Or click the "Set Up Your Site" button from the home page.





Girl Scout Site Set Up

Four sections to set up the site

- 1. Goal Setting: Set My Sales Target
- 2. My Cookie Story
- 3. Photo/Video Upload
- 4. Preview and Publish Your Site

Goal Setting: Set My Sales Target





My Cookie Story







Photo/Video Upload





É

Girl Scouts who

uploaded a photo or video of themselves sold more than double the

Approve and Publish

STEP 3 REVIEW YOUR DIGITAL COOKIE PAGE AND PUBLISH REQUIRED

PARENT OR GUARDIAN: Your girl's Digital Cookie page must be published if she wants to send marketing emails or have customers order cookies online.

Digital Cookie site update history

Site Setup resubmitted on Wed Oct 05 00:15:41 EDT 2016.

Updated site saved on Wed Sep 28 14:05:37 EDT 2016. You must resubmit these changes for approval.

Site submitted for approval on Wed Oct 05 00:15:41 EDT 2016.

If your button only says "see your site" you may be missing some required fields or didn't make any changes. Go back and check that everything has been completed.



Digital Cookie Pages



















Cookie Program Learning

Learning to Be an Entrepreneur

Everything you do on the Digital Cookie site-whether you're playing a game, taking a quiz, or checking your sales progresshelps you learn how to run a business. That makes you an entrepreneur!

Click on each circle to see how to build your business skills.



Set Your Sales Target



Come Up with a Troop Goal





Due to international privacy laws, USAGSO members are not authorized to input customer contact data.

| | | My Coo | okie Custo | mers | | |
|------------------------------|--------------------------------|--------------------|--------------------|--------------|--------------|---------------------|
| Customer Send marketing e | List mails, keep customer i | nformation up-to-c | late, and track or | ders. | 0 | Tips to get started |
| Select All | SEND MARKETING | | D CUSTOMER | More | S | how 10 Items 🖂 |
| Name | Email Address | Last Emailed | Email Title | Email Status | Total Orders | Total Pkgs |
| Mindy Guev | <u>ara</u> Yes | | | | 0 | 0 |
| Total customer | s: 1 Total emails se | nt:0 Total unio | ue customers en | nailed: 0 | | |
| . star castorner | s | in a rotar and | | ianear o | | |







When determining whether to approve or decline the order, consider:

- Is the customer a known and trusted individual?
- Are you willing and able to get the cookies to the customer's location before the end of the sale.

AND

• Do you have or will you have the inventory available?

If so, "Approve Order."



Approving/Declining Orders in Bulk





Approve Delivery for Cookie Orders

Orders selected: 2

CANCEL

Items to check before you approve order delivery for Jennifer:

· You have all the cookies on hand or can obtain them from your troop.

Approve Order

- · You are willing and able to travel to the delivery address.
- · You will contact the customer to arrange a delivery date and time.

When you approve delivery of these orders, the customer's credit card will be charged for the cookies and Jennifer will be able to see all order details including the customer's name and contact information. Don't forget it's important to mark when she's delivered the cookies!

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Approving/Declining Orders Individually

| ACTION ITEM: Che | eck your cookie inventory and delivery a | address before you approve deliv | very. <u>Approve N</u> | ow |
|--|---|---|--|---------|
| Order Detail | Approve for Delivery | | | |
| Order Number: | 05758868 | Order Status: | Needs Approval | |
| Deliver To: | Trefoil Love | Order Type: | In-Person Delivery with D | onation |
| Delivery Address: | 1231 Upas St San Diego, California 92103-5127 | Order Date: | 9/15/2024 6:16 PM CDT | |
| Delivery Phone: | 619-867-5309 | Secondary Delivery Option: | Cancel Order | |
| Ordered From: | My Cookie Website | Approved to Deliver: | Pending Decision | |
| Order Paid By: | Trefoil Love Add to customer list | Order Delivered: | | |
| Billing Email: | mgtags22@gmail.com | | | |
| Billing Phone: | 619-867-5309 | | | |
| Cookies Selected Thin Mints Adventure | ⁸ , 2 pkgs Lits ⁸ , 1 pkg pkgs skites, 1 pkg | Order Su Purchased P Donated Par Subtotal: In-person D Order Total | ummary Packages: 5 \$30.00 ckages: 1 \$6.00 elivery: Free t: \$36.00 | |
| | | Added to sa | ales goal: 6 pkgs | |
| Approve or Decline | Delivery | | | |
| ltems to review before you ap | prove order delivery for kaiMzceeM | : | | |
| You have all the cookies on h You are willing and able to t You will contact the custome When you approve this order, t all order details including the cu to mark when she's delivered th | nand or can obtain them from your troo avel to the delivery address. If to arrange a delivery date and time. he customer's credit card will be charge stomer's name and contact informatio re cookies! | op. ad and kaiMzceeM can see on. Don't forget it's important | | |
| Decline Order | APPROVE ORDER | | | |

Once approved: customers receive an email to expect their cookies within two weeks of when you have them.

Decline Delivery for Cookie Orders

Secondary options your customers selected if their order is declined:

DONATE: 2 Orders

If you decline to deliver these orders, the customer's credit card will be charged and the cookies will be donated. Each donated order will count towards cookie sales.

CANCEL: 0 Order

If you decline to deliver these orders, the customer's credit card will not be charged as the order is cancelled.

If an order is declined, it cannot be re-approved or changed.

Cancel

Decline Order



Orders to Deliver





Completed Orders



| My 2 | Rewards | |
|---------------------|---|--|
| girl scouts | Shop My Account Log Out You are viewing as: <u>Parent of eoioli o. Troop 282</u> 💙 | |
| Home Badges Learnin | ing Site Setup Customers Orders My Rewards My Cookies Cheers | |

My Rewards



As Girl Scouts earns a reward, they will see a message on their "My Rewards" tab letting them know they earned another reward.

NOTE: Girl Rewards are not available in troops that opted out of rewards for additional proceeds. Please check with your troop leader to find out if you are eligible to earn Girl Rewards this season.

| Back to Dashboard | | Need help? |
|--|---|--|
| Sam | 's Rewards | |
| 18 Package | es Sold / Goal: 500 🛈 | |
| You have 482 pack | iges to reach your next reward level. | |
| You can se | ect rewards until 1/1/2024 | 122 12-17 AM CDT |
| View ALL council rewards | Last Opaatea 8/20/ | 723 12:47 AM CD1 |
| Reward options may change based on final sales and troop records Your Troop may opt out of rewards, so please check with your t | unciling. roop volunteer for more details. | |
| | | |
| 500+ Packages | 000 | Purple star |
| Digital Cookie Rewards | 277 Digital | Packages Sold |
| | | |
| 24+ Packages | | |
| | | Earned |
| 250+ Packages | | Reward |
| Once this level is unlocked, you can select one reward/g | roup (if there are more than one) from the list of options. Y | /ou may |
| adjust your option at any time before the deadline. | | |
| Reward 1 | | |
| T-shirt | | |
| Select size | 1ZE | |
| Y5 | | |
| YM | | |
| | | and the second |
| AS | | |



- 1. The total number of packages that have been allocated to your Girl Scout from the troop cookie volunteer.
- 2. Offline sales need to be updated by the Girl Scout/caregiver when the Girl Scout delivers cookies not ordered/paid for through Digital Cookie.



My Cookies Tab-Delivery Settings







Girl Scouts can only send to other girls in their troop but can receive Cheers from customers and leaders, and other girls in their troop.

To send a Cheer, Girl Scouts can click Pick a cheer to send next to the Girl Scout they want to cheer.

Mobile App Girl Scouts & Caregivers

Digital Cookie Mobile App

- Download a new version of the mobile app each year.
- Mobile app found in iTunes or Google Play store.

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| 215 RATINGS | AGE | CATE | GORY | DEVELOP |
| 2.3 ★★☆☆☆☆ | 4+ Years Old | Educ | ation | Girl Scouts |
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- Use the same email and password use for Digital Cookie
- Girl Scout Cookie site must be published





Digital Cookie Home Screen





E

MOST RECENT

2 Total

Cookies In Hand

Visit My Site

Customers can scan the QR code to visit the Troop's Cookie Site.



Email My Site

Girl Scout's can send a marketing email to a customer.







New Cookie Order

Step 2: Select how the customer would like to receive their cookies.

IMPORTANT: If you do not have cookies to hand the customer at the time of purchase, DO NOT select "Give cookies to customer now".

| | | | | | Deliver in person later | Edit | Ship cookies to customer | Edit |
|---|---|---|---------|---|--|------|-----------------------------|----------------|
| ASK YOUR CUSTOMER: |] | ASK YOUR CUSTOMER: How would you like to get your cookies? | | | Delivery to 1 | | Ship to 🕕 | |
| How would you like to get your cookies? | | Give cookies to customer now 🕕 | FREE | | First Name | | First Name | |
| Give cookies to customer now FREE | | Deliver in person later () | | | Last Name | | Last Name | |
| Deliver in person later 1 FREE | | What would your customer like to do if their order is not approved within 5 days | \$? | | Phone | | Phone | |
| ಸ್ಟ್ Subject to parent / guardian approval. | | Cancel their order | | 4 | Are you sending the Cookies in "care of" | | Are you sending the Cookies | s in "care of" |
| Delivery will occur within a few weeks. | | Subject to parent / guardian approval. | | | another person or to a company? | | another person or to a comp | bany? |
| Ship cookies to customer 1 \$12.99 | | few weeks. | | | | | | |
| ☆ Minimum order is 4 packages. ☆ Estimated arrival is 2-15 business days | | Ship cookies to customer 🜒 | \$12.99 | | Address 2 (Optional) | | Address 2 (Optional) | |
| | | Stimated arrival is 2-15 business days | | | City | | City | |
| CONTINUE | | CONTINUE | | | State | | State | ZIP |
| | | | | J | | | | |

Deliver in person later

CHECKOUT ()

\$20.00

Ship cookies to customer

CHECKOUT ①

\$20.00









Mobile App Booths



New Cookie Order

Placing an order at a cookie booth

| Select who wants to sell cookies. |
|-----------------------------------|
| Issabelle |
| Тгоор8401С578 |
| |

Select the troop role





Step 1: Select Cookie Varieties





Step 2: Select how the customer would like to receive their cookies.







New Cookie Order

Step 3: Select how the customer would like to pay

| REVIEW ORDER () | \$20.00 |
|---|-----------|
| 1 Girl Scout S'mores® | \$5.00 |
| 2 Lemon-Ups® 1 Toffee-tastic® | \$10.00 |
| | |
| SUBTOTAL | \$20.00 |
| Give cookies to customer now | FREE |
| | |
| TOTAL | \$20.00 |
| F | dit Order |
| A | |
| Do not use public wi-fi to send your o | order. |
| Do not hand your mobile device to the c | ustomer. |
| CHOOSE A WAY TO PAY: | |
| 🔘 🗏 Credit Card | |
| 📀 🖡 PayPal | |
| | |
| | |
| All sales are final. | |
| PLACE ORDER | |





New Cookie Order

Step 3: Select how the customer would like to pay

| | \$20.00 |
|--|--|
| 1 Girl Scout S'mores® 2 Lemon-Ups® 1 Toffee-tastic® | \$5.00 \$10.00 \$5.00 |
| SUBTOTAL Give cookies to customer now Not sold at a booth | \$20.00 FREE |
| TOTAL | \$20.00 |
| Do not use public wi-fi to send you Do not hand your mobile device to the | Edit Order ur order. e customer. |
| CHOOSE A WAY TO PAY: Credit Card PayPal Venmo | 1 |
| All sales are final. PLACE ORDER | |



Contact details are now optional. Girl Scouts should still ask if the customer would like an email confirmation.

Use the Scan Card feature instead of typing all the numbers. Tip: Have good lighting and double-check the numbers before placing the order.







Once customers order has been successfully placed

Digital Cookie Customer Experience

Customer View-Placing Order



Customer View-Checkout



Additional Information from Customers

Customer View-Confirmation





Digital Cookie Shipping Fees

| Package Bracket | Digital Cookie 2023-2024 Consumer Charged Flat Fee |
|--------------------|---|
| 4-8 | \$12.99 (tier A) |
| 9-12 | \$14.99 (tier B) |

For orders of 13 packages or more shipping is calculated as follows: 13 packages of cookies: tier B (12 packages) + tier A (1 more package) = \$27.9825 packages of cookies: tier B x 2 (24 packages) + tier A (1 more package) = \$42.97

\$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands

- Don't make the decision for your customers, the answer is always no unless you ask.
- Customers want the cookies and are willing to pay shipping
- They have the option to not purchase shipped and still donate-that is more sales than not asking

Digital Cookie Registration Self-help Steps

| 254-02-02-02-02-02-02-02-02-02-02-02-02-02- | | | | 1 |
|---|---------------------|--|--|--------------------------|
| Log in to Digi | ital Cookie | | | |
| Email | | | | |
| Password | | | | |
| | | | | - |
| Log ir | n | | | |
| Forgot password | Need help to log in | | | - |
| | | | | 1000 |
| | | | and the second sec | |
| | | | | |
| N | eed Heli | a to | | |
| | Log in to Dig | Log in to Digital Cookie Email Password Log in Forgot password Need help to log in Need help to log in | Log in to Digital Cookie | Log in to Digital Cookie |

Help with Log In

Registration email

You must click the access link in your **Digital Cookie registration email** to log in for the first time and complete set up for Digital Cookie. (See our <u>tip sheets</u> steps 1-3.) it can take up to 15 minutes to receive the email. Check your spam folder too. <u>> Request a registration email</u> <u>for The registration process</u>

If you clicked the registration link and your email is not recognized, check if registration has started for your troop. If it's time, you'll be able to self-register. (See our <u>tip sheets</u> steps 4-7). \geq Check if registration has started for your troop.

Problems with email address

The email you're trying to sign in with may be different than what the council supplied. <u>> Check the email address that's on file for you</u>

Problems with password / too many attempts, locked out

If you forgot your password, or are using one from last year's cookie season, you need a new password.

> Forgot your password

If your account got locked from too many login attempts, go to the log in screen and try to log in 1 more time. You'll see a message with a link to unlock your account or to contact customer support. \geq Go to login

It's still not working ... contact customer support



Digital Cookie Help Center

Digital Cookie Help Center

Your go-to place if you need support!



| Customer List Send marketing em | ails, keep customer info | rmation up-to-date | e, and track orde | ers. | | ips to get started |
|------------------------------------|--------------------------|--------------------|-------------------|--------------|--------------|--------------------|
| Select All | Send Marketing Email | Add Custome | er More | | Sho | w 10 Items 🔍 |
| Name | Email Address | Last Emailed | Email Title | Email Status | Total Orders | Total Pkgs |
| Cindy Lou | Yes | | | | 0 | 0 |
| Cookie Monst | er2 Yes | 8/10/2023 | Thank you | | 3 | 18 |
| Total customers: 2 | 2 Total emails sent: 0 | Total unique cu | stomers emailed | d: 0 | Nee | ed help? ▼ |



Select which role and category you need support on.

| | Help | |
|---|--|---|
| P | 6 😔 🔹 | <u>8</u> . |
| Paren | is and Girl Scouts volunteers your Cl | ustomers |
| Account setup registration • settings • password see FAQs | Cookie site setup • set goals • your girl's story • approvals see FAQs | Customer records • import • add/delete • send emails see FAQs |
| Cookie orders • details • approve • order types see FAQs | Mobile app • orders • approvals • credit cards see FAQs | My rewards • view rewards • select rewards see all FAQs |
| Badges and learning • how to earn • games and videos see FAQs | Quick tip instructions • various topics • step-by-step pdfs see list | Quick tip videos • various topics • short videos see list |
| | Need more help? contact customer support | |

| Parent | ts and Girl Scouts Volunteers Your C | ustomers |
|--|--|--|
| Account setup gistration • settings • password see FAQs | Cookie site setup • set goals • your girl's story • approvals see FAQs | Customer records • import • add/delete • send emails see FAQs |
| PARENTS AND GIRL SCOUTS | | |
| Getting Started | | ^ |
| If you need help with Account S Read our Guide to Digital Cookie i | ietup, in Easy Steps . | |
| For Shipping-only councils, wate For councils participating in In-I watch this video tutorial. | th this video tutorial. Person Delivery and Shipping, | |
| Registration | | ~ |
| Settings | | ~ |
| | | |

Inside, each category will have detailed instructions, links to tip sheets, or even video tutorials to help you.

Contact Us Tutorials 4 EASY STEPS After looking, still can't find what you to Get Started with Account Management FAQs **Digital Cookie** need? Contact customer support. · FAQs on all topics Registration Locked account / Password reset Learn About Incorrect account information Additional Topics Cookie Orders eBudde™ **Cookie Page Setup** System errors How to Use Your Help Cookie page setup Other questions or issues Troop Dashboard My Cookie Customers How are we doing? Customer list Share ideas tin sheet Parents and Girl Scouts Volunteers Your Customers Marketing emails e feedback My Cookie Orders Account setup Cookie site setup Customer records registration
 settings
 password set goals
 your girl's story
 approvals import • add/delete • send emails Order details see FAQs see FAQs see FAQs Order issues Mobile app Cookie orders Mobile app My rewards • orders • approvals • credit cards details
 approve
 order types view rewards
 select rewards see FAOs see FAOs see all FAOs Badges and learning Quick tip instructions Ouick tip videos • how to earn • games and videos • various topics • step-by-step pdfs various topics
 short videos see FAQs see list see list Click the topic you need help with and complete the form for more assistance. Need more help? contact customer support

Or click the Live Chat button to chat with a Digital Cookie support agent during business hours.



Thank You!



